Document Name & No.	MEDIA POLICY

BAQAI MEDICAL UNIVERSITY

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BAQAI MEDICAL UNIVERSITY

MEDIA POLICY

Version 2.0
2023

Baqai Medical University

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BMU: Baqai Medical University
CCD: Corporate Communications Department
COI: Conflict of Interest

1. INTRODUCTION

Media represents a vast online community where faculty, staff, alumni, stakeholders, investors, and other professionals come together to share information, promote our learning environment/products and services, and exchange opinions and experiences. BMU recognizes the limits and risks of media (Digital and print) and how it can affect our institution's name, public image, and core values. Therefore, we have created this media policy to lay out a framework of tested media guidelines and protocols. This policy supersedes **Social Media Policy 1.0.**

2. SCOPE

BMU encourages the use of platforms of media to connect with the faculty, staff, students, alumni, and other professionals around the globe. It is an effective and economical mode of communication and learning with individuals and communities.

This policy extends to all the faculties, colleges, institutes, departments, and hospitals under the umbrella of Baqai Medical University and also to the personnel including faculty, staff, and students working therein as full-time, part-time, or on an honorary basis.

3. PURPOSE

This policy does not replace any of the pre-approved rules and regulations of BMU, but it is being prepared to give an additional mechanism towards the benefits and opportunities for the correct use of technology that can be effectively implemented and managed for quality education and rapid communication and marketing at BMU.

There is an inherent risk involved in using media platforms and inappropriate use can impact faculty, staff, students, and the university's reputation. The main purpose of this policy is to provide awareness/information to its employees and students regarding the correct and effective way of using media and to minimize the risk of potential misconduct that can affect the overall well-being of both employees and students and

the university's reputation.

In case of any violation of this media policy, strict legal action could be taken through the Cyber Crime Wing (CCW) of the Federal Investigation Agency (FIA), Pakistan (if required).

4. Policy Statements

General Statement

4.1. Digital and Print media is a general term that is used for various apps/sites including (but not limited to) SMS, email, WhatsApp, Facebook, YouTube, Instagram, Twitter, LinkedIn, Zoom, MS Teams, Google Meet, Skype, Snapchat, etc.

4.2. It is the sole responsibility of each individual including both employees and students to use media platforms correctly with all legal and ethical practices.

4.3. The faculty should always make themselves available online during the university timings from 8:30 am to 4:30 pm from Monday to Saturday and If needed beyond standard office hours.

4.4. Any communication or activity conducted by the university, its management, or institution heads, either within or outside of regular hours and holidays, using any media platform will be considered official for both employees and students.

4.5. The primary obligation rests with every individual, whether they are an employee or a student, to consistently monitor the relevant apps or media platforms (Digital and Print). This will ensure they are well informed about the ongoing affairs of the respective institute or university, as well as any forthcoming notifications or updates.

4.6. The University does not provide its endorsement or utilize any social network communication service or media-sharing platform as a secure medium for conducting online business transactions or addressing matters

involving personal information. The University explicitly discourages the submission of credit card or payment details, classified, privileged, private, or non-disclosure agreement-bound information through any media network. Such confidential communications are advised to be conducted through established secure channels.

4.7 All material, whether in digital or print format, including images, information, and other relevant content, must be disseminated through the Corporate Communications Department (CCD) only after obtaining explicit authorization from the respective Dean, Director, or Principal of the concerned department. CCD's role is to support the printing process and layout design in accordance with BMU standards protocol and review the design of the material itself. All content, whether in digital or print form, encompassing images, data, and pertinent information, must exclusively flow through CCD following authorization from the relevant individual and only be posted after clearance by CCD Head. **(Refer to the Annexures 1 and 2)**

4.8. Utilization of the university's official logo, images, and iconography on personal media platforms by students and staff is prohibited. Only sanctioned individuals representing BMU and its affiliated institutions are granted the authority to employ these logos on official media accounts after being reviewed by CCD.

4.9. The logos must not be employed for the purpose of endorsing any commercial product or service, nor shall they be utilized to advocate for any political party or candidate.

4.10. Both employees and students are allowed to mention their affiliation with BMU on their media profiles. However, it's important to avoid using the university or any of its constituent institution's name as an identification or profile name, such as in a blog title or Twitter handle.

4.11. Students are prohibited from sharing or publicly disseminating recorded course sessions or lectures on any platforms of media. Similarly,

unauthorized staff members are also restricted from posting any recordings, lectures, or other materials without obtaining explicit consent or approval from the relevant individual or authority and the Corporate Communication Department.

4.12. The use of cell phones or media platforms during classes or labs is not allowed for safety reasons. Sharing pictures in these settings is also prohibited and can result in **Disciplinary Action** following BMU's rules.

4.13. Any comments made on any media platforms that undermine the reputation of the college, institute, faculty, university, or its staff will be regarded as a grave breach of conduct. Such actions will be addressed in accordance with BMU's **Discipline/Grievance Policy**.

4.14. Bullying or publicly sharing negative or false comments about any activity related to BMU on media is strictly prohibited. Any such behavior will be addressed in accordance with BMU's **Discipline/Grievance Policy**.

4.15. Any unauthorized actions on media platforms, as well as any behaviors regarded as acts of misconduct within the university, will be addressed in accordance with BMU's **Student Discipline Policy**. Similarly, employee conduct will be governed by the BMU **Conflict of Interest** (**COI**) and **Code of Conduct** (**COC**) policies.

4.16. Access to media sites will be granted solely to designated representatives from each department when necessary. No other individuals are permitted to utilize media sites, in accordance with established safety and security protocols.

4.17. The designated university email accounts are to be exclusively employed for official communication purposes. Usage of these email accounts for personal media engagements is strictly prohibited.

4.18. If any concerns arise, the university has the right to observe the official accounts and pertinent social media engagements of students and staff members. Appropriate measures will be implemented if there is a violation of confidentiality or any university policies. Additionally, the university or

its affiliated institutions may invoke the Whistleblowing process when dealing with issues involving students or employees.

4.19. The use of university computers and Internet must primarily be used for official university- related matters. Utilizing the same for any personal networking is not recommended and should be restricted to a minimum where necessary.

4.20. Discussion of the university's internal working, business plans, or records that are not communicated to the public shall not be disclosed to anyone through any media.

4.21. BMU reserves the right to block users or remove comments from official accounts/pages that are:

i. Unrelated to the topic of the post.

ii. Abusive, vulgar, profane, racist, sexist, violent, or use hate speech.

iii. Obscene or contain sexually harassing content.

iv. Considered to be spam, advertisements, or vendor promotions unrelated to BMU or its constituent institutions.

v. Defaming, contains falsehoods or unsupported accusations of BMU students, employees, visitors, or other individuals.

vi. Encouraging illegal, dangerous, or destructive activity.

vii. Threatening, harassing, or personal attacks toward specific individuals or groups.

4.22. All employees and students should avoid addressing political, racial, religious, or morally motivated topics on social media particularly those related to BMU and its constituent institutions.

4.23. Sharing information from the official group(s) by any employee or student is prohibited unless expressly authorized by the appropriate authority.

Role of the Administrator

4.24. All media sites/pages should be run by the Corporate Communications Department.

4.25. The content of all printed materials, including newsletters, brochures, pamphlets, etc., featuring the BMU logo and name, and produced using BMU press facilities, shall be subject to review by the Corporate Communications Department (CCD).

4.26. Prior to printing any materials, it is imperative that the Press department undergoes a comprehensive review by the CCD, with confirmation through the signature of the respective Head of Department.

4.27. Content shared on BMU social media platforms must align with the university's mission, objectives, and official programs. Any form of personal promotion is restricted, and posting irrelevant content, including images or videos of individuals, particularly females, is prohibited. All official pages will be externally monitored to ensure compliance, and violations may result in disciplinary measures.

4.28. It is recommended that CCD should add a watermark and/or post images in a low resolution such as 72 dpi or a size of 800*600. Images of such size and resolution are sufficient for viewing on web pages but not suitable for printing or fabrication. In the case of required documents to be submitted to the Associate Printing Press of Pakistan, they should conform to the rules and standards of APPP.

4.29. It is directed to CCD while posting any notification or official document on social media shall be made by removing the official logo signatures and stamps.

4.30. In the event of any account hacking, university officials, specifically the CCD (Corporate Communications Department), should promptly notify relevant authorities, including the concerned head of the institution, Registrar, and IT department, in order to initiate necessary actions. **(Refer to the Annexure 3)**

4.31. The CCD should never endorse, denounce or post any political, racial, or unethical post, and should not engage in any religious discussions or use those account(s) for personal use or activity related to any of the above. In case of any violation, the concerned person may face strict/legal action as per the BMU policy on COI and COC.

4.32. The university reserves the right to take appropriate actions, including legal measures, under its COC, COI, and Discipline Policy. This applies to any misconduct of this policy, dissemination of false information, or improper use of BMU social media account(s), even post-employment.

Public Disclosure

4.33. Following policy approval, all BMU constituent institutions must provide the Registrar's Office with details of their active official social media accounts and administrators. A public list of these official accounts will be displayed on the university website. Before being featured on relevant platforms, all accounts require content review by CCD.

4.34. Any dormant social media account(s) bearing the name of BMU or its constituent institution should be removed from the relevant media network.

4.35. It is the responsibility of the concerned Head of Institutions to keep updated CCD with any changes in social media activities with their accounts. This will be applicable through the focal person appointed by each institution/department, who is responsible for communicating with CCD.

4.36. Deans, Directors, and Principals are encouraged to collaborate with CCD in sharing noteworthy departmental activities, contributing to public visibility, and fostering a culture of recognition.

Restrictions

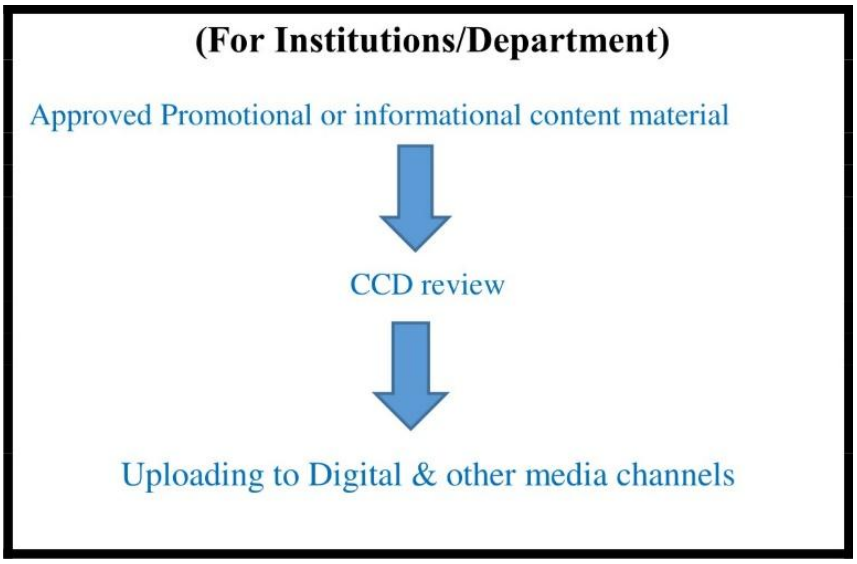
4.37. After approval of this policy, no new social media site/platform of any department/college/institute/pharmacy/hospital of BMU shall be created without prior permission of CCD.

5. DATE OF IMPLEMENTATION

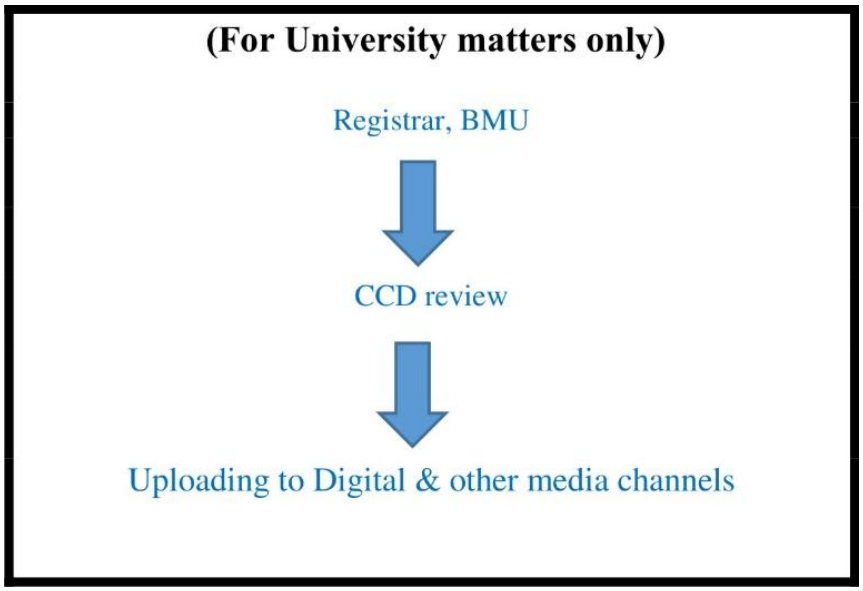
This policy shall be effective from **October 18, 2023.**

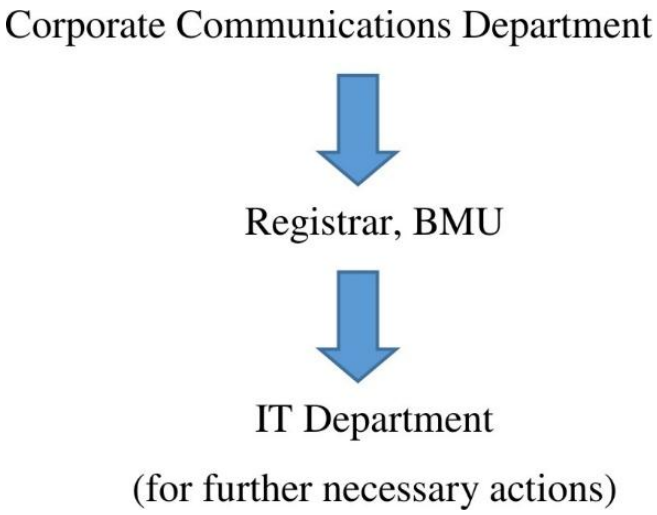
6. ORGANOGRAM FOR POSTING

Annexure 1



Annexure 2



7. ORGANOGRAM FOR REPORTING ANY HACKING/PROBLEM

Annexure 3